

# RATE CARD 2018

## THE ARTS SOCIETY MAGAZINE CIRCULATION 80,000



## ADVERTISING WITH IMPACT

### The Arts Society Magazine is the official quarterly membership magazine for The Arts Society.

The Arts Society has a vibrant network of over 92,000 individual members and more than 350 local Societies in the UK and mainland Europe. All are actively engaged in valuable voluntary work in museums, galleries, libraries, churches and stately homes.

The Arts Society also has more than 300 expert accredited lecturers, whose fascinating and lively lectures form a core part of local Societies' activities, along with a dynamic programme of tours and study days.

Through a generous grant scheme, we also nurture new talent, enabling aspiring young artists, craftsmen and conservationists to learn their disciplines and hone their skills.

### Readership

**Our readers are AB1s.** They enjoy cultural interests and activities, as well as being adventurous and discerning travellers.

- 95%** 55+
- 87%** Female
- 13%** Male
- 94%** open and read every issue

### Hobbies

- 87%** enjoy reading
- 76%** regularly visit galleries
- 69%** regularly visit museums
- 61%** enjoy gardening

- 86%** take one or more holidays in the UK every year
- 76%** take one or more holidays abroad every year

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## Advertising Dates

Issue	Copy Deadline	Insert Delivery	Publication
Spring 18	14/02/18	26/02/18	15/03/18
Summer 18	11/05/18	25/05/18	14/06/18
Autumn 18	08/08/18	20/08/18	06/09/18
Winter 18	15/10/18	29/10/18	15/11/18

## Advertising Rates

### Agency discount 10%

Outside back	£6,000
Inside front	£5,500
Inside back	£5,250
Double-page spread	£8,000
Full page	£4,750
Half page	£2,500
Quarter page	£1,500

### Inserts

£65\* per 1,000 up to 7g

Heavier inserts priced on request\*

\*Please note that the charge for inserts is based on the weight quoted when booking.

If the insert weight is heavier than that quoted, the additional postage cost will be charged

## Mechanical Details

### Dimensions

#### Double-page spread

Trimmed size	430mm wide x 255mm high
Bleed size	430mm wide x 255mm high, plus 3mm bleed
Type area	410mm wide x 235mm high

#### Full page

Trimmed size	215mm wide x 255mm high
Bleed size	215mm wide x 255mm high, plus 3mm bleed
Type area	195mm wide x 235mm high

Half-page horizontal	195mm wide x 115mm high
Half-page vertical	95mm wide x 235mm high
Quarter page	95mm wide x 115mm high

Outserts (max size)	215mm wide x 255mm high
Inserts (max size)	205mm wide x 245mm high
Inserts (min size)	110mm wide x 110mm high

**All copy and artwork should be sent to [simon.gould@thinkpublishing.co.uk](mailto:simon.gould@thinkpublishing.co.uk)**  
**Ad files should be supplied as hi-res CMYK PDF files, with all fonts embedded**

### Double-impact advertising

By advertising in the magazine, you are targeting individuals *and* groups. Members organise visits at Society level, in large numbers, and many advertisers receive group bookings for ticketed events and for travel.

## Advertising Contact

### Sonal Mistry

#### Group Advertising Manager

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020 3771 7247